

# The Beach Echo

The Weekly Journal of Hancock - The Golden Opportunity County

BAY ST. LOUIS, MISSISSIPPI 39520

THURSDAY, JANUARY 2, 1969

SINGLE COPY 10¢

## Balch Explains MTF's Role In Apollo 8 Flight Success

There are no superlatives to add to those already in vogue in the tremendous voyage of Apollo 8. The flight of this manned spacecraft to the moon is a great national achievement, but as one of the most significant moments in the history of the world.

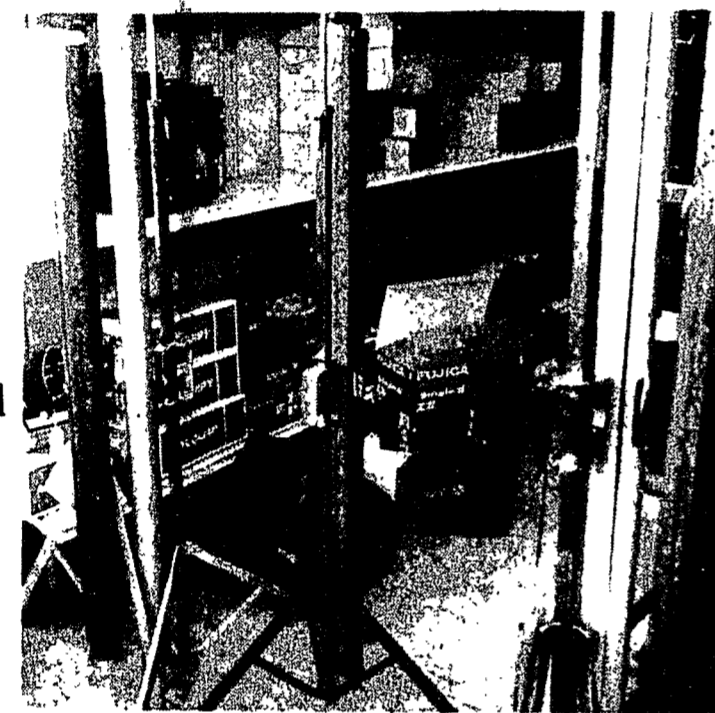
its vital mission in Apollo 8. If this highly complex rocket stage had not performed exactly as we MTF assured it would, the heralded flight of Astronauts Frank Borman, James Lovell and William Anders would not have achieved its success.

When Spacecraft Commander Borman stepped safely back on deck of the U.S.S. Yorktown, he gave full credit to the team of "thousands" that made the mission possible. You people in Southeast Mississippi and nearby Louisiana--in the communities supporting

MTF--should consider yourselves charter members of the space team of which Astronaut Borman spoke. I personally know many of the contributions you made. You have supported us as builders of the community within which we have lived and drawn your support, encourage-

ment and enthusiasm for our tasks. Thus, like all Americans, you should be proud of our country's Apollo 8 achievements, but doubly so because you were literally a member of the "team." All of us at the Mississippi Test Facility thank you for your support.

## Loss Estimated Near \$6000 In Mail-Foto Shop Robbery



CAREFULLY SELECTING ITEMS missing from the shelves and ransacked boxes strewn about the floor were some of the signs left behind the holiday theft in Mail-Foto Camera Store in Bay St. Louis.

Gaining entry through a rear door, burglars entered the Mail-Foto Camera Store on Dumbar Avenue and got away with an estimated \$5,000 worth of merchandise and about \$600.73 in cash and checks from the register. The robbery occurred sometime between the store's closing at 8:00 p.m. on Christmas Eve and its opening on December 26 at 9:30 a.m., according to the manager, Richard Lamey.

Lamey said a complete list of missing items is pending a complete inventory, but is known to include cameras, projectors, and tape recorders, as well as a 20-gauge Remington automatic shotgun which had been left in the store by a customer. Believed to be the work of professionals, the thieves ransacked the storage and office areas, as well as the show-room, selecting with apparent care only first line merchandise, according to Lamey. Evidence indicated that a crowbar or some similar tool was used to force open the door.

No attempt was made to burglarize the Dumbar Package Liquor Store next door, probably because the adjoining store has no rear entry. Both businesses are partially hidden from behind by a new structure being erected in the rear.

Assisting Bay St. Louis Police Chief Lathan Garriga and Ptn. Alvin Favre in the investigation is State Highway Patrol Investigator Robert Parker.

## Accidental Shot Injures Bay Man

A father was accidentally shot by his 10-year old son Sunday, Dec. 29, about 9:15 p.m., during a target practice session in their home at 910 Spanish Acres, according to Bay St. Louis Police Chief Lathan Garriga.

Reported recovering in the Hancock General Hospital was Allen Carter, Sr., 38, whose son, Allen, Jr., oldest of five children, fired a 22-caliber rifle, the bullet entering the father's left side and emerging from his back.

Authorities said a target had been nailed on a two by six board in the utility room, and the two had been shooting from the dining room, through the kitchen, to the target when the accident occurred. Some of the shots had gone through the board according to reports.

Assisting Chief Garriga in the investigation were Ptn. Eric Necaise and Douglas Williams.



MAKING PRESENTATION of certificate commemorating 50 years in banking to Miss Ruth Casanova, retired Hancock Bank vice-president and George E. Estes, Sr., Hancock Bank director, vice-president and trust officer, retired is Donald S. Sutter executive vice-president and director of the bank. Mr. Sutter gave the awards in behalf of the Mississippi Bankers Association of which he is a member of the executive committee. This is the first time such recognitions have been made in this state.



WAVELAND CIVIC ASSOCIATION officers for the coming year are John Gallagher, secretary; Haskell Doyle, president; Sam Blanchard, sergeant-at-arms and Dave Johnson, vice-president. Election was held at Town Hall at the Dec. meeting. Fred Bourgeois, treasurer, was not present when picture was taken. (Photo by Ed Fayard, Jr.)

## Frederick Employed by Travirca Co.

Wm. W. Webre, who was last June Deputy in Sheriff Court's tax collection office, has resigned to accept a position with the firm of James Travirca Co.

Webre is now office manager in Travirca whose company is a sub-contractor with the Electric for ground and subsurface at Mississippi Test Facility.

## Bay GE Test Support Opening New Branch in Kansas City

The General Electric Co. Mississippi Test Support Department, headquartered at Bay St. Louis, Miss., is establishing a branch office in Kansas City, Mo. The department has for socio-economic and commercial projects in the Midwestern states.

John R. Picard, acting general manager of GE-MTSD, said the branch office, in the Bank of Commerce Tower building at 111 Main St., in Kansas City, Mo., will permit prompt and efficient service to customer agencies in a 111-mile area.

Two Bay members of the Department's Community Programs Section are transferring to the Kansas City office, Gene Temple, Community Programs manager, announced that

Frank A. Hanken has been named Manager-Program Operations and Robert B. Britton, a M.A. degree in Community Programs, has been named

As this is your community newspaper, the entire staff of the Echo invites each individual to stop by and see its plant. As the area grows, this newspaper will be able to serve its readers and advertisers with the best possible news coverage and advertising counsel.

(Cont. on Page 9-A.)

## Newsprint Storage Space Enlarged at Echo Plant

Enlarged newsprint storage facilities have been added to The Sea Coast Echo printing plant, to enable the newspaper to better handle a growing community.

Monday marked the arrival of 48 rolls of newsprint from International Paper Company, Mobile, Ala. The rolls represent over 34,000 pounds of newsprint.

In addition to more storage room, the newspaper had remodeled the front offices of the plant, in order to better

with GE for 22 years, including extensive engineering and personnel work with the firm's Hancock Atomic Products Operation. He is a graduate of Colgate University and earned an advanced degree in business administration from the University of Washington. Since joining GE-MTSD in 1965, he has supervised subcontractor support and propellant supply and assisted in the Department's work with community action agencies. He and his

wife, the former Florence Denlow, have four sons and a daughter, reside in Forest Court, Mississippi City.

Britton, who lives in Picayune, Miss., is a native of Nashville, Tenn. He studied electrical engineering at Watkins Institute, and was employed in construction work with the DuPont Company for 15 years, joining General Electric in 1946. Britton helped establish



NEWSPRINT ARRIVAL at the Sea Coast Echo this week was inspected by staff employees Tony Monti, Mike Clark, and Ed Hall. The newspaper recently enlarged its newsprint storage facilities.

## Sheriff Curet to Host Seminar for Officers

Sheriff Fred Curet of Hancock County will act as host on January 9 at a special Seminar on Alcohol and Alcoholism for Law Enforcement Officers of the Mississippi Gulf Coast Area. The session will be held from 8:00-10:00 p.m. at the Divine Word Seminary on Hwy. 80 in Bay St. Louis.

According to Sheriff Curet, law enforcement officers are being invited from Harrison County, Long Beach, Gulfport and Biloxi, as well as Bay St. Louis.

"We hope to acquaint these men with the latest knowledge of alcohol and alcoholism, and with the latest techniques of handling intoxicated people and detecting them," said Curet.

The seminar will be conducted under the auspices of Rev. Jerome LeDesand of the S.V.D. Seminary, whose law enforcement officers' training will be part of an 18-month program which will be held here several weeks.

After a break for the evening meal, the seminar will continue with a presentation by Sheriff Curet on the effects of alcohol on the human body.

Thursday night's session will include talks on alcohol and its effects on the user, particularly the depression of the sensorium and the effects on behavior. Policemen will be explained methods of protecting themselves and the clients who are intoxicated.

One of the highlights, notes Curet, will be a talk by a renowned alcoholic who will endeavor to place emphasis on the fact that alcoholics can recover.

## MD BENEFIT DANCE

Our Lady of the Gulf CIO will sponsor a dance for the March of Dimes from 8 to 11 p.m., Saturday, January 4, in the Kaligaya Ballroom, Hall. Music will be furnished by The Second Day. Donations will be \$1.00 per guest and \$1.00 for members.

CITY MAY SET TAX RATE The Hancock County Board of Supervisors will meet on Tuesday, January 6, at 7:30 p.m. in the County Administration Building to set the tax rate for 1969.

## Lakeshore Hunting Mishap Fatal to Visiting Youth

The death by accidental gunshot wound of an 18 year old youth visiting relatives in Lakeshore was the lone fatality to mar the Christmas holidays in Hancock County.

James Eugene Parker, Jr., who lived with his mother at 7791 Chief Monteur Highway, New Orleans, was visiting his brother-in-law and sister Mr. and Mrs. Leon Lee, Parker left the Lee home about 2 p.m. Christmas Eve to go squirrel hunting. Two shots were heard nearby at approximately 2:30 p.m., but the family did not become alarmed until much later when he failed to return.

Deputy George Rayburn of the sheriff's office and Lucien Kidd, Civil Defense director, reported that they received a call at 10:30 a.m. Christmas Day that the youth had apparently become lost while hunting. As search parties were being organized, another call came at 11:30 a.m. informed the officers that young Parker's body had been found in the woods by Peter Langlois, who lived with the Lee family. Langlois discovered the body as he was returning home from church by way of a shortcut through the woods.

Rayburn and Kidd stated investigation revealed that Parker had fired once at a squirrel and appeared to have tripped over a log as he chased the animal. The gun, a single barrel .410 slug gun, discharged striking the youth in the left side of the head.

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## Two Boys Charged In Truck Cape

Two boys were charged with grand larceny in the theft of a truck from a Cape Fear area. The boys, who are 15 and 16 years old, were arrested by police officers on Tuesday, January 1, in the Cape Fear area.

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A coroner's jury empaneled by Emile Piazza with Rayburn as bailiff, Harold Stiglett, Walter Saucier, W.J. Lafontaine, Alvin Ruhl, Louis Kidd and Glenn Dorr, jurors, ruled death due to accidental gunshot wound. The body was taken to Lakeshore.

Funeral services were at 10 a.m. Friday in Hattiesburg.

## Fire on Fishing Vessel Fatal To Bay Resident

A Bay St. Louis man, Everett G. Middleton, Jr., 46, was among three crewmen who died of suffocation Sunday night in a fire aboard a commercial fishing vessel moored in Mobile Bay. Middleton was pronounced dead on arrival at 2:30 a.m., December 30, at the Mobile General Hospital. He was a resident of 305 Railroad Avenue, Bay St. Louis.

The deaths resulted after a fire broke out at a diesel stove in the galley adjoining the crewmen's sleeping quarters on the Deil G, according to relatives. The snapper boat, owned by the Lone Star Fishing Co. of Mobile, was reported to have put out to sea earlier Sunday, but returned to port after the drawbridge failed to open. The fire victims remained on board and went to bed while the remainder of the crew went ashore.

Overall damage to the boat from the fire was reported as being light, and apparently was confined largely to the galley area except for smoke which spread elsewhere.

The Deil G was the rescue vessel two weeks ago off the coast of Honduras in the Caribbean Sea when five persons were saved from a sinking yacht. Robert Forte, 43, of Albi, Tenn., was the only one of the five fatalities on board at the time of the rescue, however. The third man losing his life Sunday night was Paul Ben-Avram, 53, of Pensacola, Fla.

Services for Middleton were scheduled at 2 p.m. Tuesday, January 1, in the home of Mrs. Charles Sciana instead of their regular meeting date because of New Year's Day.

man's Fahey-Whitfield Funeral Home, then transferred to the Hulet Funeral Home in Hattiesburg where the Parker family lived before moving to New Orleans.

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## TIDES

BAY OF ST. LOUIS

DAY	HIGH	LOW
Thurs.	10:41 p.m.	10:06 a.m.
Fri.	11:39 p.m.	10:04 a.m.
Sat.	12:00 a.m.	11:00 a.m.
Sun.	12:41 a.m.	11:00 a.m.
Mon.	1:17 a.m.	11:00 a.m.
Tues.	1:41 a.m.	10:06 a.m.
Wed.	2:14 a.m.	10:06 a.m.



OLDSMOBILE NEWS HANDED TO MRS. AND MRS. JOE MOLLERER AFTER COMPLETING DEAL ON THE NEW OLDSMOBILE CHEVROLET. Mrs. Mollerer is shown with her husband and son, Joe Mollerer, Jr., who is standing next to her. They are all smiling and looking at the car. The car is a dark-colored sedan, possibly a Chevrolet or Oldsmobile model from the late 1960s or early 1970s.

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**CHUBBY CONGDON'S**  
**NORA KNIGHT**

Vocal  
Instrumental  
Comedy

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BENIGNO FAMILY members gathered in first reunion in 20 years on Christmas day. Shown are Mr. and Mrs. Joe Cacoppe, center, at whose home the dinner was held. Others are Mr. and Mrs. Anthony Benigno, Mr. and Mrs. Sylvester Benigno and daughters Kathleen, and Mrs. Paul Grattage; Mr. Grattage and children Paul, II, Lisa and Kathryn, of Goldsboro, N.C.; and Mrs. Norman Benigno, Mr. and Mrs. John Benigno and son John; Mr. and Mrs. Sam Benigno and daughter Laverne; Mr. and Mrs. Luke Benigno and daughter Terry, and Mr. and Mrs. Carl Koeberger and son Carl of Gulfport. Guests present were Mrs. Carmelita Quader, Noel Fuent, Gary Griffin and Malcolm Coward.



THIS IS ANOTHER of those weeks, (and we hope the last for a long time to come,) that we're forced to write news that will be out-dated by the time our readers recuperate from the second big holiday in exactly seven days, and feel up to scanning this particular bit.

WE HAVE ABSOLUTELY no alternative but to report on Christmas happenings at this time and give out with New Year items come next week.

COMPLICATING MATTERS is the fact that after conducting an informal poll by casually asking at least 40 people how they observed Dec. 25, we came up with almost identical answer from each queried. It seems that this was the year for quiet family dinners--well, maybe they weren't all that quiet, but at least that's what we were told time after time.

THE RUTHERFORD CLAN, Rose, John and Family, famous for gourmet meals and usual Yuletide celebrating, had perhaps one of the sadder tales to relate. The entire group including visiting son J.D. and wife Geraldine, had flu and no one really felt like eating when dinner was served.

ALSO DISAPPOINTED was Delta Lizana (Toddie Jacob's mother). She left for Nebraska before Thanksgiving to visit daughter Elise and husband Paul Zimmerman, and was having a wonderful time until the snowflakes began to fall, and fall and fall. At last report she was still snowbound in that frigid state. Due to the inclement weather, she also missed seeing her granddaughter Margo Jacob, who came home from Southwestern to visit the family during the holidays.

GERRY AND LUCIEN GEX, Sr. hosted a large family dinner on Christmas Day. In addition to local sons Lucien, Jr. and Gerald and daughter, Pat (Mrs. Charles) Dickinson and families, out-of-town guests were Gerry's sisters Miss Gertrude Calhoun of New Orleans, Mrs. Frank Downey and Mr. Downey of New York and her brother, Dr. W.C. Calhoun, Mrs. Calhoun and daughter Cathy of New Orleans.

VI (MRS. CHESTER) MOORE entertained at luncheon at Michael's Restaurant on Saturday honoring her sister Katherine (Mrs. Rudolph) Puncoc, visiting here from California. Guests were Dixie Ogden, Jewel Miller, Gladys Noonan, Ann Ashman, Genevieve Smith, Lucille Feeney and her mother Vesta Stevens of Tampa, Fla.; Nel Dugumb, Barbara Gray, Jean Gleim, Lila Greenfield, Merice La Nasa and Thelma Dickson.

JOAN AND RED GLASS had a full house, so-to-speak, over the holidays. Daughters Tiger, and husband Jimmy Cothran, and Alicia, now a senior at Sweetbriar, were on hand to assist in serving at their open house on Dec. 29, and another daughter Rhet and husband Capt. Charles Anderson came in from Parris Island later that night.

ROLAND WEEKS, new general manager of the Gulfport Daily Herald, was among out-of-town guests at the above mentioned open house.

ALONG ABOUT NOW we're becoming a little desperate to find words to describe those calendar dates upon which so many events have been occurring without becoming boringly repetitious. However, as the kids say 'they just ain't no way!' So please bear with us.

EVELYN FAYRE was one of the happiest mothers in town as son Barry Lynn, U.S. Navy, stationed at Great Lakes, Ill., arrived home for a 12 day leave. Evelyn, Barry, her sister Clothilde and husband Henry Lang, journeyed to Mobile to visit her niece and the Lang's daughter, Mrs. Louis Cochran on Christmas Day.

JILL is displaying a gorgeous diamond wrist watch, her gift from husband Gerald.

MARY ALICE BENVENUTI is another lucky wife, Joe gifted her with an equally dazzling timepiece.

LOUIS LADNER came in from Panama just in time to spend the holidays with his parents Lottie and Mayor Garfield Ladner. He was laden with gifts for the entire family, including all of his nieces and nephews who number 24 or thereabouts. Very special were two large silver serving trays which he brought to his mother.

VIOLA AND GEEZIE Riche were sped to New Orleans in a novel manner. Their stepson Bob Smith landed at the local airport in his plane and flew them into the Crescent City to spend Christmas Eve with he and his wife Magalie. They then went to Harahan for a Christmas Day visit with their daughter Carol and husband Don St. Cyr.

## Echoes

Mr. Charles Filak and son, Chuck, returned Tuesday from Philadelphia, Pa., where they spent several days with her son-in-law and daughter Dr. and Mrs. James P. Bordon and children Robert, Mary Susan and Michele.

Mrs. Forest Favre is confined to Hancock General Hospital with pneumonia.

Mr. and Mrs. Robert E. Wade, their son John and daughters Lynn and Jama spent Christmas with her parents Mr. and Mrs. John Green in Franklin, La.

Rev. and Mrs. John Dearing had as Christmas guests their daughter Kay of William-Carey College and Roddy Fombell of Norfolk, Va.

Mrs. Monroe Cuevas has with her for the holidays her sons Lloyd of Chalmette and Vincent, a student at the University of Mississippi.

Mr. and Mrs. Curtis Mathern, their daughter Mrs. Helen Trudell and children joined Mr. Mathern's parents Mr. and Mrs. Frank Tillbrook in New Orleans and the group drove to Mansfield, La., where they spent the weekend with the Matherns' son-in-law and daughter Mr. and Mrs. Arthur Cagle and family.

Mrs. Monroe Cuevas Sr. and sons Lloyd and Vincent spent Christmas with her son and daughter-in-law Mr. and Mrs. Cuevas Jr. and children in Ocean Springs. They were joined by her sons and daughters-in-law Mr. and Mrs. Milton Cuevas and family of New Orleans and Mr. and Mrs. Irvin Cuevas of Gulfport.

Mr. and Mrs. Charles Prest were Christmas guests of their brother-in-law and sister Dr. and Mrs. Lyman Jones and family in Hammond, La.

Mrs. Alma Quintini is spending the New Year holidays with her son and daughter-in-law Mr. and Mrs. T.A. Quintini and family in New Orleans.

Mrs. Audrey Hoesel and son Johnny of New Orleans were weekend guests of her parents Mr. and Mrs. Charles Prest.

Mr. and Mrs. W.M. Frisbie and daughter Joellyn returned Sunday from a visit of several days with her mother Mrs. Reed Bedwell and her brother-in-law and sister Mr. and Mrs. R.L. Boyd in Meridian.

Capt. and Mrs. Byron P. Favre and daughters Michelle and Chauntele of Las Vegas, have returned home after a visit with his mother Mrs. A.G. Favre and family.

Major and Mrs. T.J. Bourgeois and sons Tom, Lon and Bob will leave January 4, for Fort Stewart, Ga., where he is stationed with the U.S. Army Aircraft Maintenance Bn.

Mr. and Mrs. E.M. Buckley spent the Yule holidays with their son-in-law and daughter Dr. and Mrs. Ronald Powell and children Ron, Rick and Lisa in Alexandria, La.

FRANCES FAUCETTA had as Christmas guests her sisters Mrs. George Finster and daughter of Long Beach, and Mrs. Edward La Fontaine, Mr. La Fontaine and son of New Orleans. Also Mr. D.K. Orr of Grand Isle, La.

PENNIE SUE and Jerome Ross of Little Rock, Ark. arrived in the Bay for a holiday visit with her parents Mavis and Wilson Webb and her sisters Virginia and Cathy.

JERRY THOMAS is due home from Ft. Hood, Tex. to spend his leave with parents Roseanne and Teddo on Jan. 10. We have an idea he'll also be spending some of his time with a certain very pretty young lady whose name happens to be Mary Thomas. No relation, but she is his sister Rosie (Mrs. John) Christenon's next-door neighbor.

BREWSTER MOLLERE presented himself with one of the tiniest workable cameras in captivity.

TODDIE (MRS. LOUIS) JACOBI is in line for get well wishes. She suffered two fractured ribs in a fall in the bath tub on Christmas Eve, of all times!

MARY LOU (MRS. JOHN) STERN missed out on a number (Cont. on Page 7.)

Don't make a  
**SLIP-UP**  
on your  
**INCOME TAX**

It's easy to make mistakes on your tax return, especially this year... and mistakes can cost you money. Why take the risk when it's so easy to see **BLOCK** and be SURE your return is properly prepared, checked and guaranteed.

**BOTH FEDERAL AND STATE \$5 UP**

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**NOTICE**  
ALL RESIDENTS OF  
BAY SAINT LOUIS, MISSISSIPPI

Every person who is a qualified elector of the county, who has resided in the corporate limits for a minimum of one year, shall be entitled to register and vote in all municipal elections.

To vote in the City of Bay St. Louis municipal primary and general elections you must be registered in the City Hall four months prior to the date of the general election. The next municipal primary election shall be held on the second Tuesday in May, 1969. The next municipal general election is the first Tuesday after the first Monday in June, 1969. MAKE YOUR VOTE COUNT! DON'T BE CONFUSED! DON'T DELAY!

REGISTER TODAY AT CITY HALL  
IN BAY ST. LOUIS  
REGISTER TODAY AT THE COURT-  
HOUSE IF YOU HAVE NOT DONE SO!

REMEMBER TWO REGISTRATIONS ARE NECESSARY TO MAKE SURE YOUR VOTE COUNTS AT CITY HALL!

(Paid for by Eugene R. Dillmann)

Thank you  
for a  
Wonderful  
1968

Guy and Jackie Bufkin

**FREEZER WITH ICEMAKER** REGULAR 309.95 NOW **279.95**

**WHIRLPOOL REFRIGERATOR** REGULAR 129.95 NOW **89.95**

**6 pc. DINETTE SET** REGULAR 525.00 NOW **449.95**

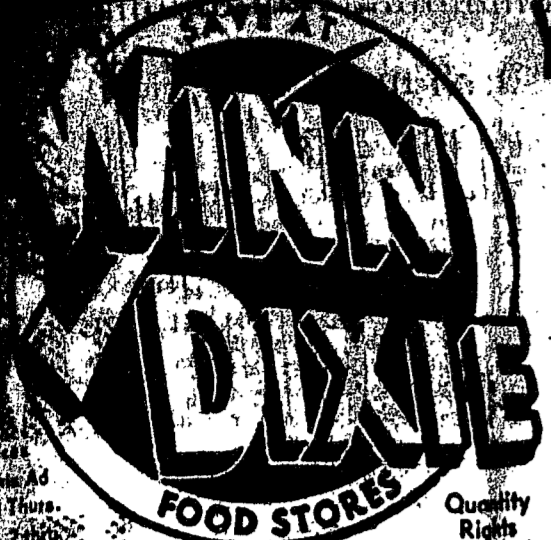
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The smart Place to go... For Good things to eat



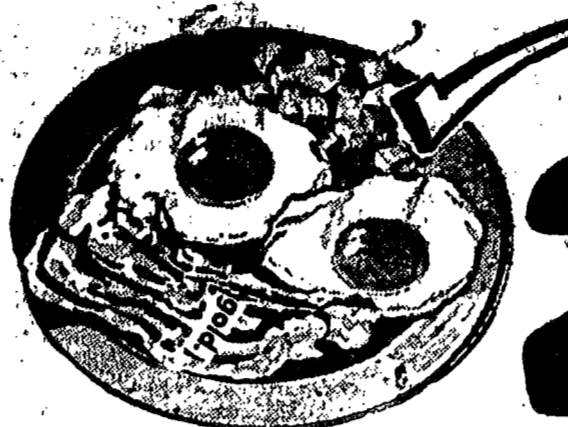
**THIS WEEK'S FEATURE**  
**GRANADA**  
**DESSERT DISH**

WITH EACH \$3.00 FOOD ORDER NO LIMIT ON QUANTITY  
**only 29¢**



**EGGS**

U.S.D.A. Grade "A" Velva



**2 DOZEN LARGE SIZE FOR ONLY 99¢**



**THRIFTY MAID SOUP**

9 10 1/2 OZ. CANS **99¢**

CRACKIN GOOD FRESH CRISP  
**SALTINES 2 1-LB. BOXES 49¢**



**GREEN LIMA BEANS**

THRIFTY MAID 6 303 CANS **1 00**

**ORANGE JUICE**

THRIFTY MAID 3 46-OZ. CANS **1 00**

**PORK AND BEANS**

THRIFTY MAID 3 52-OZ. CANS **1 00**

**PIES**

CRACKIN GOOD DIXIE PIES 3 BOXES OF 12 CRACKIN GOOD **1 00**

**APPLESAUCE**

Thrifty Maid 303 CAN 21¢

**TOMATOES**

Thrifty Maid Stewed 303 CAN 25¢

**BEETS**

Thrifty Maid Sliced 303 CANS 35¢

**COFFEE MATE**

6-OZ. JAR 45¢

**JUICE**

THRIFTY MAID UNSWEETENED GRAPEFRUIT 3 46 OZ. CANS **1 00**

**BREAD CRUMBS**

PROGRESSO 15 OZ. CAN 53¢

**DOG FOOD**

Stick 3 15-OZ. CANS 27¢

**KETCHUP**

Heinz 14-OZ. BTL. 29¢

**PIZZA**

Appian Way 12 1/2-OZ. PKGS. 45¢

**BLUE PLATE MAYONNAISE**

QUART JAR 59¢

**PEACH PRESERVES**

Dep. 2-LB. JAR 59¢

**LISTERINE**

ANTISEPTIC 14-OZ. BTL. 79¢

**EXCEDRIN**

SPECIAL OFFER 6 IN A BTL. 49¢

**PINK LILAC DETERGENT**

3 32-OZ. SIZE 1 00

**BEEF STROGANOFF**

Lipton PKG. 79¢

**FLOUR**  
GOLD MEDAL PLAIN OR SELF RISING  
**5 POUND BAG 48¢**

**BURGER PATTIES**

W. D. BRAND 1 1/4 LB. BOX OF 10 PLUS 25 FREE STAMPS **99¢**

**KRAFT'S PHILADELPHIA CREAM CHEESE**

8-OZ. PKG. 29¢

**CINNAMON ROLLS**

PILLSBURY 25¢

**CRACKIN GOOD FLAKY BISCUITS**

4-OZ. CANS 25¢

**SUPERBRAND CHEDDAR CHEESE**

Mild, Mod. or Sharp 8-OZ. BAR 39¢

**STEAKS**

Plus 50 Stamps 1 99

**CHEESE**

12-OZ. PKG. 49¢

**Detergent**  
BLUE, WHITE OR COLD ARROW  
GT. BOX **49¢**

**FLAVORFUL PORK LOIN PORK ROAST**

**Pork Roast 33¢**  
FRESH LEAN PICNIC STYLE LB.

**PINKY PIG SLICED BACON**  
1-LB. PKG. **49¢**

**PORK CHOPS**

**PORK CHOPS 49¢**  
FRESH FIRST CUT

**PINKY PIG BACON**  
THICK SLICED 2-LB. BOX **95¢**

**PEPPERS**

**PEPPERS 49¢**  
HARVEST FRESH

**CELERY**

**CELERY 39¢**  
HARVEST FRESH

**TURNIP ROOTS OR RUTABAGA**

**TURNIP ROOTS OR RUTABAGA 10¢**  
HARVEST FRESH

**APPLES**

**APPLES 59¢**  
HARVEST FRESH

**YELLOW ONIONS**

**YELLOW ONIONS 29¢**  
U.S. NO. 1

**TOMATOES**

**TOMATOES 29¢**  
VINE RIPENED

**PEAS**

**PEAS 1 00**  
PICSWEET FROZEN

**SLICED STRAWBERRIES**

**SLICED STRAWBERRIES 99¢**  
Delta

**PEELED SHRIMP**

**PEELED SHRIMP 99¢**  
And Deviened

**TURNIP GREENS**

**TURNIP GREENS 99¢**  
Collards or Mustards

**W. D. BEEFBURGERS**

**W. D. BEEFBURGERS 79¢**  
Bag of 10 2-Oz. Patties

**FROZEN FOOD SPECIALS**

**SLICED BEEF**  
Beef Stew Salisbury Chicken 79¢





# KETCHUM

By L. S. (Doc) Elliott

There is always something to look forward to in the sports field. The end of January and February is the opening of the crayfish (pronounced crawfish) season in Louisiana. They are called mud bugs and are found in relatively shallow still water. Crayfish are used to catch them. The crayfish is a fresh water crustacean some times attaining a length of six inches, however, three to four inches is average. Flavor is superb. By those who know how, the heads are used for making crayfish bisque. When real small, crayfish make an excellent bait for catching fresh water perch and bass.

Most of our local fishermen are looking forward to March when the season on soft crabs really begins. Soft crabs are a delicacy out of this world when it comes to eating. Soft crabs are hard crabs in the stage of shedding, their method of growing. They are found at night with artificial lights in shallow water when the tide is low. They cannot bite when soft and are easy prey for young and old alike. Soft crabbing parties are both interesting and exciting, and provides something to do when darkness comes on.

Among our best soft crabbers are Teddo Thomas, John Damborino, Henry Lang, John Scafield, Jr., John and Bud Genin, Bubba Heltzmann, Jerome Carver, etc. If you go on the beach and don't see some of the above out, stay home, conditions are not right. Soft crabbing runs throughout the summer.

For those who like sweet potatoes, learned this trick from one of our hunting buddies. Boil sweet potatoes for a while, skin and cut in halves and fry. Eat with butter and sugar, they're delicious.

Sportmen don't necessarily have to fish and hunt. Thousands of football fans would rather sit home and watch a good football game than go to the woods or streams. The games Sunday between the New York Jets and Oakland ended in a score of 27-23 for the Jets. The Colts handed to Cleveland Browns a 10-0 shellacking. Coming upon New Year's Day, The Sugar Bowl and Rose Bowl games should give the fans their fill of real football for a while.

Golf tournaments over the New Year holiday should satisfy those who like the type of sport. Track and basketball in their respective fields on the Sugar Bowl program look care of other forms of sport. Each fan to his own liking.

Local race fans have been attending the races at the Fair Grounds. The New Year Handicap will be the feature at the grounds on New Year's Day. Your pick is as good as mine.

The third day season is now open and according to those indulging in this type of sport, doves seem to be more plentiful than during the two previous seasons. Ball hunting continues to be good.

Sam Meyers after a stay in the hospital, is back home. He is doing OK and should be feeling like his old self again soon.

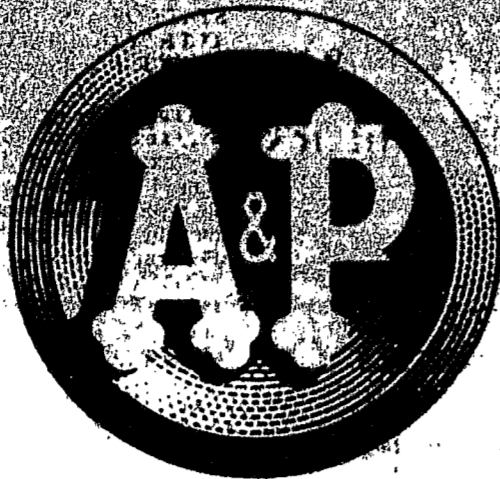
New Year parties will be plentiful as they should be. Have a good time. Ketchum wishes all a Happy New Year and a good year of hunting, fishing and what have you!

Lee and Lamar-Lane's Lesman, J.C. with Mr. and Mrs. Lee New Pick- operate a very large farm in the northern part of Louisiana, which is geographically located closer to New Orleans than any other place there. They have a large stock of cattle, horses, and other animals. They also have a large stock of poultry. They are always ready to supply the market with fresh meat and poultry.

There is a very large stock of cattle, horses, and other animals. They also have a large stock of poultry. They are always ready to supply the market with fresh meat and poultry.

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&amp; Cold Remedies!

## Bakery Values!

JANE PARKER

## Pecan Pie



1-Lb., 4-Oz.

53¢

Dutch Apple Pie JANE PARKER 1-Lb. 39¢

Chiffon Cake JANE PARKER 1-Lb. 49¢

Glazed Donuts JANE PARKER Pkg. of 12 39¢

Nut Loaf JANE PARKER Banana Twin Pack 79¢

## Sweet Rolls

Cinnamon  
Jelly Topped  
or Pineapple Topped

3 Pkgs. \$1.00

## G. E.

Lightbulbs

Standard Pkg. of 4

89¢

## Frozen Foods!

A &amp; P Orange Juice 3 12 Oz. Cans \$1.09

A &amp; P Strawberries 2 16 Oz. Pkg. 79¢

MARVEL Ice Milk 1/2 Gal. 49¢

MARVEL Ice Cream 1/2 Gal. 59¢

A &amp; P Corn on Cob 4 Lb. Ears 49¢

A &amp; P French Fries 2 Lb. 43¢

## Dairy Buys!

SUNNYFIELD Whipped Butter 8 Oz. 47¢

MEL-O-BIT Cheese Slices 24 Oz. \$1.19

A &amp; P Vacuum Coffee All Grinds 2 Lb. \$1.39

YUKON CLUB Canned Drinks All Flavors 6/47¢

BRIGHT SAIL Bleach Gal. 47¢

Fabric Softener Gal. 79¢

Ammonia Gal. 19¢

"SUPER-RIGHT" HEAVY

## Beef Steak

"SUPER-RIGHT" HEAVY

## Beef Steak

Top or Bottom Round or Roast

\$1.19 LB.

"SUPER-RIGHT" FRESH

## Ground Chuck

LB. 75¢

Pork Chops "Super-Right" Sliced 65¢ Shrimp Cocktail 3 4-Oz. 89¢

Rump Roast "Super-Right" Boneless 1.19 Flounder Fillets 59¢

"SUPER-RIGHT" Pork Loin Roast 63¢ Franks 59¢

U.S.D.A. Inspected Fryer Quarter 39¢ Beef Liver 59¢

ALLGOOD BRAND Sliced Bacon 59¢ Fish Sticks 35¢

HOLIDAY-QUALITY FRUITS &amp; VEGETABLES!

U. S. #1 Fla. Fresh Sweet Juicy

ORANGES 29¢

Golden Yellow Firm Ripe

BANANAS 10¢

U. S. #1 Size Washed Fresh White BAG 69¢

POTATOES 19¢

U. S. #1 Fresh Sweet Juicy Pink Meat 4 FOR 25¢

CARROTS 19¢

U. S. #1 Fresh Sweet Red Ripe 3 Pts. 89¢

Wash. State Extra Fancy Fresh Sweet Red Delicious 10 FOR 79¢

News Year's Grocery Values!

A &amp; P Tropical

FRUIT DRINK

3 46-Oz. Cans 89¢

NUTLEY

MARGARINE

Otrs. 3 1-Lb. Pkgs. 47¢

ANN PAGE Mayonnaise 1 1/2 Qt. 79¢

ANN PAGE Salad Dressing 1 1/2 Qt. 69¢

ANN PAGE Honey 3 Lb. Jar 99¢

ANN PAGE Mustard 1 Lb. 23¢

ANN PAGE Preserves Peach, Apricot or Pineapple 1 Lb. 43¢

DAILY All Flavors Dog Food 15 1/2 Oz. 10¢

KOZY KITTEN Cat Food 15 Oz. 10¢

Maxwell House Coffee 1-Lb. Can 79¢

Maxwell House Coffee 2-Lb. Can \$1.57

8 O'Clock Coffee 1 Lb. Bag 49¢

3 Lb. Bag \$1.45

Chef Boy Ar Dee

PIZZA

Choose 15 1/2-Oz. 53¢

Sausage 17-Oz. 65¢

Pepperoni 17-Oz. 69¢

2 7-Oz. Can 35¢

Jewel Oil 45-Oz. 73¢

2 7-Oz. Can 37¢

Lou Ana Oil 48 Oz. 71¢

2 8 1/2-Oz. Can 31¢

Cool 'N' Lite 3 1/2 Oz. 2/39¢

2 8 1/2-Oz. Can 37¢

Napkins GALA 60 Ct. 2/27¢

2 8 1/2-Oz. Can 21¢

Napkins ANGEL 200 Ct. 25¢

2 8 1/2-Oz. Can 79¢

Scott Tissue 6 89¢

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LUCK

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**SUITS & JACKETS**  
**20 to 33 1/3% OFF**

**PERNICIANO'S**



MR. AND MRS. ALAN NOONAN

**Polly peers**  
 (Cont. from Page 2-A.)  
 of affairs as she was one of many flu sufferers.  
 VIRGINIA (MRS. EDGAR) ladner had hoped to have the cast removed from her leg upon which she had surgery for the third time around Dec. 1, but she'll have to continue to wear the uncomfortable mass of plaster for at least another two weeks.  
 Dot and Dan Russell say that their 28th wedding anniversary was one they'll never forget. On Christmas morning they received invitations to a dinner party on the occasion, Friday, Dec. 27. The invitations were hand penned by son Bryan, Daughter Dale, with some help from Dot's mother Mae (Mrs. Theo) Tudury, planned, served and cooked the delicious meal and oldest son Ronnie made a touching toast as a chilled bottle of bubbly was uncorked. Juanita Erwin, who was Dot's maid of honor, was a special guest at the celebration.  
 JACK WOLFE, wife Betty and their five children of Arabbi, La. spent Christmas Day with his sister Jane Mollere, husband Brewster, their six children and of course, his mother Bootsie.  
 J.T. WOLFE, wife Joanne and their three children visited the above and other relatives along the coast last week. J.T.'s Bootsie's other son, and naturally, also Jane's brother, VISITING Margie and Sidney Woods and children were Sidney's mother Lucille, his twin sisters Faye and Kay and youngest brother Francis, all of Hazelhurst, Miss.  
 MR. AND MRS. TONY PIAZZA literally flew to California to visit their daughter and her family.  
 MRS. HORACE THOMPSON, Sr., better known to the younger set as 'Momee', entertained her sister Auga Deck and a good friend Bella Greeves of New Orleans last week.  
 THE LEGION HOME swung as always on New Year's Eve as did St. Clare's Parish Hall, but we'll have to wait until next week for more details.  
 JETTING IN from Milwaukee, Wis. Friday were Dr. Donald Levy, wife Ann and children Donnie, Andrea, Greg and Lynn. They were guests of Ann's parents Dot and Manny Hubbard and family.  
 ANIMAL NOTES-Local canines, felines and a variety of other pets were as always grateful for their annual Yule greetings from their own Dr. Bob Akers.  
 DOROTHY AND FORREST Bourgeois are driving about in their brand new yellow station wagon.  
 SIGHTS AND SOUNDS ALONG THE WAY-A group of small children happily constructing sand castles upon the beach on Christmas Day, appearing utterly oblivious of the coolish temperatures; others forming veritable parades testing new bicycles up and down every street in town; bright, white stars appearing nearer to the earth than usual on crystal clear nights; and the sound as the stillness is shattered by frequent blasts of huge fire-crackers.

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 your home  
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 and your health  
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**Are Wed in Quiet Ceremony**  
 Miss Clara Ann Taylor, daughter of Mrs. W. V. Taylor, and the late Mr. Taylor of Bay St. Louis, were married last Sunday at 1:30 p.m. at the Catholic Church in Bay St. Louis. The ceremony was officiated by Rev. John Noone. The bride was given in marriage by her brother Bill Taylor. Mrs. Michael Cooksey was matron of honor; Mr. Cooksey, Mr. Noonan's best man.

**Price to Speak At Garden Club**  
 M.M. Price of Gulfport will be guest speaker at Bay-Wave-land Garden Club's meeting at 2 p.m., Thursday, January 9, at the Garden Center. Mr. Price will use as his subject "Camellia Blight."

**Is Baptised**  
 Mark Christopher Gonzales, infant son of Mr. and Mrs. J.L. Gonzales, was baptised last Sunday in Our Lady of the Gulf Catholic Church with Rev. John Noone officiating. Godparents were Mrs. Lauren Souler and M/Sgt. Leo Lopez of San Antonio, Texas. A reception followed the christening at the home of Mark's aunt, Mrs. Gay Negrette.

**Gonzales Baby**  
 The board will meet at 1:30 p.m., January 6, at the Garden Center with Mrs. J.E. Casanova, hostess.



**MR. AND MRS. ANDREW CHINICHE OF LONG BEACH ARE SHOWN TAKING DELIVERY OF THEIR NEW CHEVROLET FROM SALESMAN FRITZ PERANICH.**  
 Fritz Peranich came by our home last spring and bought vegetables from us and told us he was selling cars for Lamar-Lane Chevrolet in Bay St. Louis. We told him that when we were ready to buy a car we would come and see him. We did just that and we got a very good deal.  
 MR. AND MRS. ANDREW CHINICHE Long Beach  
 (A GERRY LANE ENTERPRISE, ADV.)

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**CENTRAL HEATING**  
**Stevenson's**  
 "Serving the Coast for over 30 years"  
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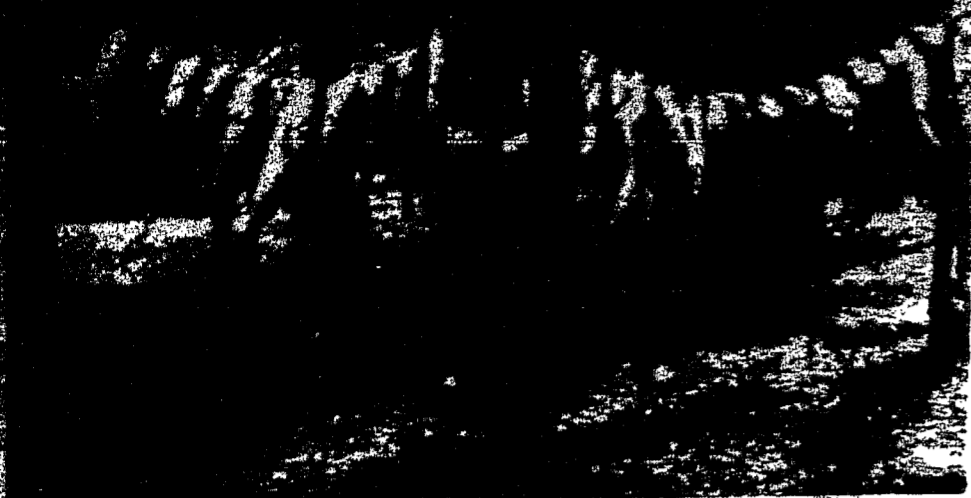
**WE NEED YOUR HELP**  
 If you made a check out to  
**Mailfoto Camera Center**  
 on Dec. 24th. (Christmas Eve)  
 Due to the Robbery over Christmas  
 we would appreciate very much your contacting us.  
 Thanking You,  
 Richard Lamey, Manager  
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 Gifts, Watches, Rings, Costume Jewelry.  
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 WEIDNER'S WASHERAMA  
 WASHING DRY 25¢ Hours 6 a.m. - 11 p.m.  
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**LAUNDRY & DRY CLEANING**  
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Mr. and Mrs. J. L. Adams and their children, including Carl Adams, Jr., are shown in this photo. The photo was taken at the home of Mr. and Mrs. J. L. Adams.



WOLF KILLED by Hunter Lader near Bayou LeCroux on Dec. 2. It was shot by Roy Lader, John Fricks, James Wainwright and Dennis Carias. The animal is thought to have been the first killed in this area in a number of years.

**Swinging Door Club Distributes Food To Needy Families**

Members of the Swinging Door Social Club distributed a total of one dozen boxes of food to needy families on Sunday, Dec. 2.

The club was organized on Dec. 2, 1945 and has since concentrated on charitable projects. Funds have been raised by giving shooting matches, fish fries and other benefits. The goal is to create a better relationship among neighbors.



MARCH OF DIMES Program chairman Solo hosts first session from Echo employee Mrs. Lee. The first session of the March of Dimes Month and Mrs. Theo. Solo, general chairman, welcome all that this is not a United Fund project and all funds must come from the current year.

**Joe Monti To Head Local TAPS**

A new year joins the old as Joe Monti, president of the Hancock Bank, will head the local TAPS (The Association of Professional Salesmen) for the coming year.

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**Henrie Appointed Special Assistant**

James M. Henrie, manager of the National Aeronautics and Space Administration's Mission...

Seaboard Side Antiques 125 Main St., Bay St. Louis, Miss. Antique jewelry, silver, rare books, paintings, prints, bric-a-brac, etc. bought and sold. Dealers welcome.

Seaboard Side Antiques 125 Main St., Bay St. Louis, Miss. Antique jewelry, silver, rare books, paintings, prints, bric-a-brac, etc. bought and sold. Dealers welcome.

**MARCH OF DIMES DANCE**  
(Sponsored By The CYO)  
**Sat. January 4th.**  
**In K.C. Hall**  
**Music By**  
**"THE SECOND DAY"**  
8 - 11:30 P.M. Donation \$1.50

**Sandpiper**

**ANNOUNCES JANUARY PAPER SPECIAL**

**HANDSOME GENUINE Leather Bottle Carrier**

**For That 'Bring Your Own' Occasion**

Regularly **\$7.00** January Only **\$4.25**

Fine Decoupage Supplies

**Browse And Have Coffee**

Mon. Thru MON. THRU SAT. 10 - 5:30

128 W. BEACH PASS CHRISTIAN, MISS. 452-4905



**SPEC. 4 Wm. Barnes**

SPEC. 4 WILLIAM K. BARNES, son of Mr. W.H. Barnes of Bay St. Louis, received the Army Commendation Medal for Meritorious Service during the period from Dec. 1967 to Dec. 1969 in the Republic of Vietnam where he served with the First Air Cavalry Division. Barnes will arrive here in Jan. to spend a leave with his father.



**DONALD SIMMONS, JR.**

son of the Senior Simmons of Waveland, has enlisted in the Marine Corps, and left on December 16 for a six-week training period at Parris Island, S.C.

**City Increases Liability Limits**

Liability insurance limits have been increased from \$25,000 and \$50,000 to \$100,000 per accident and \$300,000 maximum on all City vehicles belonging to the Garbage and Trash Pickup and Street and Fire Departments, according to J. Cyril Glover, City Commissioner.

The \$100,000-\$300,000 limits were already carried on Utility Equipment vehicles, stated Glover, due to bond issue requirements of several years ago.

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**Cabinet Work & Carpentry**

**HENLEY'S Cabinet Shop**

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Formica Installation

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**FREE ESTIMATES**

**PROCLAMATION**

**NEW YEAR'S DAY**

WHEREAS the holiday season is nearing its close; and

WHEREAS the custom of observing New Year's Day being the first day of the new year has been universally declared a holiday;

IT IS HEREBY PROCLAIMED that the day beginning on January 1, 1970, shall be observed as such by the business community.

IT IS FURTHER ORDERED that the City of Bay St. Louis, Mississippi, shall observe the day beginning on January 1, 1970, as a day of celebration.

WITNESSED my hand and the seal of the City of Bay St. Louis, Mississippi, this 23rd day of December, A.D. 1969.

**JOHN L. ADAMS, Mayor**



# Seventy Years 1899-1969

With 1969 Hancock Bank begins its 70th year on the Mississippi Gulf Coast.

A lot of history has been made during these exciting and sometimes chaotic seven decades, during which we have all had our ups-and-downs, trials and tribulations, our good times and bad times.

Looking back, it is gratifying to us that during these 70 years your bank has survived several financial panics and economic depressions and hurricanes, along with other upheavals caused by world wars and political crises at home and elsewhere.

To have weathered so much and to have come through it all solvent and secure; to have met all our intervening financial commitments fully and promptly, and served our customers and the community without interruption is no small achievement.

Naturally, we are deeply indebted to the good people of the Mississippi Gulf Coast who have made this possible. We count foremost among our assets the good will and confidence of so many thousands whose willing hands and united strength have made our task so pleasant and profitable.

As we start out with you on our 70th year to meet the financial needs of our customers and the community, we pause to remind you that we include your friendship among our richest blessings.

Your bank's officials, directors and employees want you to know how grateful we all are for your patronage and unstinted cooperation. As the bank begins its 70th year, its personnel pledges to you its continued banking diligence with its devotion to sound banking principles and practices. And it not only wishes you and yours A Happy and Prosperous New Year, but will do its utmost to help make this wish a reality.

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1969



USE GOVERNMENT INSPECTED SPLIT  
**FRYERS** **27¢**  
Cut Tray Pack Fryers 1b. 31¢ Cut Country Style Fryers 1b. 37¢

SWIFT PREMIUM HEAVY BEEF BONELESS TOP & BOTTOM

**ROUND STEAK** **99¢**  
SWIFT PREMIUM HEAVY BEEF BONE-IN LOIN SIDE

**RUMP ROAST** **89¢**  
FRESH & LEAN

**BOSTON BUTT** **PORK ROAST** **49¢** **SLICED IN STEAKS** **59¢** **GROUND BEEF PATTIES** **65¢**  
MORRELL

**LUNCH MEAT** **3 6 oz. 89¢** **BOLOGNA** **49¢** **SLICED** **59¢**  
ARMOUR STAR MIRACURE MORRELL

**BACON** **59¢** **FRANKS** **49¢** **MEAT LOAF** **65¢**  
1-lb. Tray Pack 12 oz. Vac. Pk.

**MAGNOLIA** **5 to 7 lb. Avg.** **39¢** **SMOKED PICNIC** **49¢**  
Whole LB. Sliced LB.

These Prices good Jan. 2 thru Jan. 4.

**WIN UP to \$500.00 AT JITNEY JUNGLE**

**LOCAL WINNERS**

**\$100.00 WINNER**  
MRS. BLANCHE ALEXANDER

**\$50.00 WINNERS**  
DONALD STRONG  
MRS. PERRE QUINTINI  
MRS. CARRIE LANE  
MRS. OPHELIE PAGE

**OTHER WINNERS**  
HAROLD FARVE  
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JOHN SAUCIER  
W. O. STEELE  
LAWRENCE COX  
MAUDE FARVE  
HARRIET FARVE

**5 lbs. TENN. FROZEN**  
**CRINKLE CUT POTATOES** **79¢**

**6 oz. MINUTE MAID FROZEN**  
**ORANGE JUICE** **4/1.00**

**46 oz. ADAMS**  
**GRAPEFRUIT JUICE** **3/1.00**

**IT'S FREE IT'S EASY**

**PLAY ROYAL FLUSH**

NO PURCHASE NECESSARY

**No. 303 FOOD CLUB**

**FRUIT COCKTAIL** **4/1.00**  
QT. KRAFT

**MAYONNAISE** **59¢**

**JITNEY SPECIAL**

**JITNEY JUNGLE**  
**BREAD**  
ROUND TOP LOAF  
**5 FOR 1.00**  
LESS THAN 5 LOAVES 2/49¢

**Fresh Produce**

**PASCAL**  
**CELERY** **19¢**  
STALK

**MEXICAN SUGARLOAF** **39¢**  
EACH

**PINEAPPLE** **39¢**  
MEDIUM SIZE

**ORANGES** **39¢**  
DOZEN

**PINKMEAT** **GRAPEFRUIT** **5 LB. BAG 49¢**

**TREET**  
ARMOUR 12 oz. **53¢**

**BEEF STEW**  
AUSTEX No. 300 **39¢**

**ICE MILK**  
BORDEN'S 1/2 GAL. **49¢**

**ICE CREAM**  
BORDEN'S 1/2 GAL. **59¢**

**CATSUP**  
DEL HAVEN 14 oz. **2/39¢**

**BLEACH**  
TOPCO 1/2 GAL. **29¢**

**BISCUITS**  
8 oz. Ballards or Pillsbury **3/29¢**

**1 GAL. TROPICANA FRESH PURE**  
**ORANGE JUICE** **69¢**

**1-LB.**  
**KRAFT PARKAY** **29¢**

**No. 2 1/2 OSAGE**  
**PEACHES** **4/1.00**

**18 oz. BAMA** **2/89¢**  
**STRAWBERRY PRESERVES**

**GIANT TIDE**  
**DETERGENT** **69¢**

**LONG**  
**SPAGHETTI or MACARONI**

**12 oz. LUXURY** **2/39¢**

**CORNET DECORATOR BATHROOM**  
**TISSUE** **4 2 Roll Pkgs. 1.00**

**2 ROLL PKG. CORNET DECORATOR**  
**TOWELS** **39¢**

**25 lb. JIM DANDY**  
**DOG RATION** **1.99**

**12 oz. SUNSHINE**  
**VANILLA WAFERS** **35¢**

**U.S. No. 1 Red**  
**POTATOES**  
**10 lb. Bag**  
**49¢**

**100 GRAND PRIZE STAMPS**  
WITH THIS COUPON  
\$2.00 or More Fresh PRODUCE  
VOID AFTER JAN. 4

**100 GRAND PRIZE STAMPS**  
WITH THIS COUPON  
\$10.00 or More PURCHASES  
VOID AFTER JAN. 4

**50 GRAND PRIZE STAMPS**  
WITH THIS COUPON  
\$2.00 or More Fresh PRODUCE  
VOID AFTER JAN. 4

**50 GRAND PRIZE STAMPS**  
WITH THIS COUPON  
\$10.00 or More PURCHASES  
VOID AFTER JAN. 4

We Reserve The Right To Limit Quantities



HANCOCK North Central High School seniors stop in front of the Pearl River Junior Library long enough for a quick picture during their tour of the PRC campus

**Local Electric Names Temple Community Programs Manager**

Temple has been named as the new manager of the Community Programs Section of the Hancock County Electric Department. Temple, a native of the Department, has been in the Department since its inception in 1963. He previously held positions within GE-ral Electric's Hanford Atomic Products-Operation at Richland, Wash., before transferring to Mississippi. He is keenly interested and has gained considerable experience in the extension of space-generated management skills to other areas of government work.

He and his wife, the former Jane Maguire, and their son David and daughter Jamie live in Morgan Court, Slidell, La. Mr. and Mrs. Steve Ericson, their first child, a daughter Kristina Marie, born at 7:30 p.m. Dec. 17, at Southern Baptist Hospital in New Orleans, weighing eight pounds, six ounces. Mrs. Ericson is the former Sally Hubbard, daughter of Mr. and Mrs. R.G. Hubbard, Jr. of Waveland.

**Bordin Attends Meeting in Juan, Puerto Rico**

F. Bordin, advertising manager for Hancock County, attended the midwinter associate council of the American Institute of Advertising in San Juan, Puerto Rico, December 13-15. Fifteen members of the council from various states and Puerto Rico, attended the two-day meeting. Bordin, who was appointed associate councilman for Mississippi, Gulf Coast Chapter, AIB. He acts as direct liaison between Mississippi's three AIB chapters and six study groups and the executive council for the national banking organization.

**Stripers and Service Pin**

Yvonne received her service pin at the monthly meeting of Hancock County Chapter, Stripers on Saturday, Dec. 22.

We decided that the group would have a float in the Krewe parade in Waveland on Jan. 10.

The float will be at the parade on Jan. 10, 1963, at 10:00 a.m.

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**FOR SALE OR RENT**

**LOTS-HOUSES-BUSINESS LOCATIONS**  
**PRICED TO SELL**

We have a large selection of houses in all ranges, and assumptions.

**SUGGESTION OF THE WEEK**  
**YOU HAVE BUT ONE WEEK TO REGISTER SO AS TO QUALIFY TO VOTE IN THIS MAY'S CITY ELECTION. YOU MUST BE REGISTERED AT CITY HALL AND AT THE COURTHOUSE.**

**FOR RENT**

**CARROLL AVE.** **65.00** **103 CHARTRES** **125.00**  
**1741 ST.** **65.00** **114 McDONALD LANE** **135.00**  
**1741 ST.** **20.00** **1214 CARROLL AVE.** **75.00**  
**1741 ST.** **45.00** **COURT ST. APT.** **65.00**  
**1741 ST.** **75.00** **TIMBERLANE APT.** **115.00**

**John J. McDonald,**  
**Realtor**  
**Day Dr. Louis, Mississippi**

# A Business Announcement To Our Friends

## WE'RE PROUD OF OUR EMPLOYEES

Customers frequently compliment us on the courtesy and efficiency of our employees. We appreciate this and strive constantly to add to the training and knowledge of our force.

PICTURED BELOW IS OUR STAFF



OUR OFFICE FORCE - Left to right - Mrs. Norma Favre, secretary and cashier, 8 years experience with our company; Owner Dave McDonald; Mrs. Helen Penrose, Bookkeeper and Office Manager, 10 years experience with our company.



OUR WAREHOUSE FORCE - Left to right - Owner, Dave McDonald; Charles Hawkins, 9 years experience with our firm; Lionel Bradley, Jr., Student Trainee, 2 years; Luther Johnson, 1 year; Julius Johnson, 1 year; and Monnie Breland, DE Program, Student trainee, 6 months experience.

## Dear Friends,

Ten years ago, in the fall of 1958, we incorporated this company and began to serve you with a full line of lumber and building materials. Your friendship and patronage over these ten years have meant more to us than we can ever express to you. Each year our company has grown larger, which has in turn required more and more capital investment and a larger work load on management.

After a lengthy study of our business structure and of current trends in the handling of building materials, we have made the decision to move our business to new quarters and to completely change our method of doing business.

We hereby use this medium to announce that effective Jan. 6th, we will begin operation of "Dave McDonald, Inc. - Cash and Carry Building Material Center". This supermarket of building materials will occupy the building formerly known as Tower Lanes or Bay Bowling Center.

At that time we will phase out our operations at our present location.

A detailed explanation of our new operation appears elsewhere on this page.

We will look forward to serving you in one of the finest facilities of its kind in South Mississippi.

Sincerely,  
Dave McDonald

## 1958 - 1968, A Decade

Our Company opened its doors ten years ago this week, a relatively short time by comparison with some of the older and more well established businesses of this community. Captain John Clark purchased \$120.00 worth of lumber to build a corral for saddle horses; Mr. Roland Dillmann owner of Dillmann Roofing Company ordered twelve tons of solid asphalt and roofing felt to be delivered to the new St. Rose de Lima school; and Mr. Wilson Webb ordered some \$1100.00 in various materials to remodel his restaurant at the base of the bridge. These are the first three invoices from the files of our company.

What was the rest of Bay St. Louis doing at this time?

People were talking about the fact that we might soon have our own hospital and plans for it were being worked on. The School Board said it would have to build an elementary school on Dunbar Avenue. The Health Department was planning to build its own building and move out of the City Hall.

St. Stanislaus was working on details of a new infirmary to go on Booker Street and St. Augustine Seminary had several major buildings on the planning board for the next decade.

Cary Grant and Ingrid Bergman were playing at the Star Theatre in the movie "Indiscreet".

No one in Bay St. Louis knew anything about rockets to the moon and certainly never dreamed of any such equipment being tested right here in our county.

As the old saying goes, "a lot of water flows under the bridge", even in so brief a time as ten years.

Who knows what the next ten years will hold for all of us?

## QUESTIONS & ANSWERS ABOUT THE NEW

# Dave McDonald, Inc.

## CASH & CARRY BUILDING MATERIAL CENTER

### 1. WHERE WILL THIS BUSINESS BE LOCATED?

Answer - IN THE BUILDING FORMERLY KNOWN AS THE BOWLING ALLEY OR TOWER LANES.

### 2. WILL THIS CASH AND CARRY BUILDING CENTER CARRY THE SAME MATERIALS IN STOCK AS A CONVENTIONAL LUMBER YARD?

Answer - NO. WE WILL NOT CARRY ANY LUMBER IN STOCK. OTHER MATERIALS NOT USUALLY HANDLED IN CASH & CARRY CENTERS ARE CONCRETE BLOCKS, SAND AND GRAVEL, SHEETROCK AND CREOSOTE PILINGS. IN GENERAL YOU MIGHT SAY THAT THE CASH AND CARRY YARD HANDLES A LARGER VARIETY OF FINISH TYPE MATERIALS AND MATERIALS USED INDOORS, AND DOES NOT CARRY SOME OF THE HEAVY MATERIALS USED IN CONSTRUCTION WORK.

### 3. WHAT IS THE THEORY OF OPERATION ON WHICH CASH AND CARRY CENTERS ARE BASED?

Answer - JUST AS IN OTHER FIELDS SUCH AS FOOD HANDLING BUSINESS, DRUG BUSINESS, ETC., THE THEORY IS THAT BY ELIMINATING THE HIGH COSTS OF CARRYING CREDIT ACCOUNTS AND OF MAKING DELIVERIES OF SMALL ORDERS, THAT A CASH AND CARRY CENTER CAN SELL ITS PRODUCTS TO THE PUBLIC AT A LOWER PRICE. THIS IS A PROVEN THEORY, BEST EXEMPLIFIED BY THE FOOD SUPERMARKETS THROUGHOUT THE NATION.

### 4. WILL THIS CASH AND CARRY CENTER MAKE ANY DELIVERIES AT ALL?

Answer - YES. ORDERS OF \$25.00 OR MORE WILL BE DELIVERED FREE OF CHARGE WITHIN OUR AREA. SMALL ORDERS WILL BE DELIVERED AT A CHARGE BASED ON THE DISTANCE TO THE JOBSITE.

### 5. WILL THIS CASH AND CARRY CENTER BE A SELF SERVICE OPERATION LIKE THE FOOD SUPERMARKETS?

Answer - NO. THIS SERVICE AS THE FOOD SUPERMARKET, WE WILL, HOWEVER, CARRY A FULL LINE OF SUPPLIES OF THIS SORT ON HAND AS YOU HAVE EVER SEEN IN OTHER BUILD-

### 6. WHAT BENEFITS DOES THE CUSTOMER DERIVE FROM A CASH AND CARRY BUILDING SUPPLY CENTER?

Answer - THE CUSTOMER WILL SHOP IN AIR CONDITIONED COMFORT, WITH A LARGER VARIETY FROM WHICH TO CHOOSE AND HE WILL BUY AT LOWER PRICES.

### 7. WILL CLERKS BE AVAILABLE TO ASSIST ME WHEN I NEED HELP ON HARDWARE OR PIPE FITTINGS OR SOMETHING OF THIS SORT?

Answer - YES. CUSTOMERS ARE KIND ENOUGH TO TELL US THAT WE ARE THE COMMUNITY LEADERS IN HELPING WITH TECHNICAL BUILDING PROBLEMS AND WE INTEND TO MAINTAIN THIS REPUTATION.

### 8. DURING THE PAST FEW YEARS YOUR COMPANY HAS BECOME WELL KNOWN IN THIS AREA IN DESIGNING AND INSTALLING CUSTOM KITCHENS AND ALSO IN DOING CARPET SALES AND INSTALLATION. WILL THE CASH AND CARRY CENTER CONTINUE TO DO THIS AND WILL THERE BE ANY PROVISION FOR ME TO FINANCE MY KITCHEN OR CARPET WORK IF IT IS A LARGE JOB?

Answer - YES. WE WILL CONTINUE TO DO THIS WORK AND INTEND TO EXPAND THESE TWO DEPARTMENTS. ALSO, WE WILL HAVE A METHOD WHEREBY LARGE SCALE PURCHASES MAY BE FINANCED.

### 9. HOW WILL YOU CHANGE OVER FROM YOUR PRESENT LOCATION TO OCCUPY THE NEW CASH & CARRY CENTER?

Answer - WORK HAS ALREADY BEEN COMPLETED IN RENOVATING THE FORMER BOWLING CENTER FOR OUR USE AND MOVING WILL BE COMPLETED WITHIN ONE WEEK. JANUARY 2, 3 and 4th WILL BE A THREE-DAY CLOSED PERIOD AND AT THAT TIME OUR COMPANY WILL OFFICIALLY CHANGE OVER TO ITS NEW LOCATION.

### 10. IF I AM PAYING OUT AN ACCOUNT WITH YOUR COMPANY, WHERE DO I GO TO MAKE THESE PAYMENTS?

Answer - PAYMENTS ON OLD ACCOUNTS WILL BE RECEIVED AT THE CASH & CARRY CENTER UNTIL THESE ACCOUNTS ARE CLOSED OUT. THE CASH & CARRY CENTER WILL, OF COURSE, HAVE NO INDIVIDUAL CHARGE ACCOUNTS.

### 11. IF I DO NOT HAVE THE CASH MONEY AT ALL, CAN I MAKE A PAYMENT, MAY I USE MY BANK AMERICAN?

Answer - YES, WE WILL HONOR THESE BANK CHECKS AND

Shop in The Gulf Coast's Most Beautiful Material Center

Highway 90 West - Bay St. Louis - Former Tower Bowling Building